

# NEW MEDIA & DIGITAL CONTENT LAB

**THE NEW MEDIA AND DIGITAL CONTENT LAB** is a media marketing, media production, and digital content strategies program. The foundation of the lab is a two-semester sequence: Theory of Storytelling and Marketing (a theory-based seminar with lots of visiting speakers and creative projects) and Marketing and Media Production: The CUNY Film Festival (an experiential, hands-on production class). Each semester is a 3-credit course that's offered through Lehman College and meets at the Macaulay building on West 67th Street Thursday evenings from 4:30-8PM once a week.

**The students that should consider this program are majoring in or have interest in...**

- Documentary and Video Production
- Computer Science
- Analytics
- Graphic Novels and Storytelling
- Art and Graphic Design
- Forward Media
- Media Production
- Marketing
- Journalism
- Political Science/Government
- Writing and Literature
- Web Design

## How do I sign on for this course?

Contact your Macaulay home campus advisor. The course is listed in the Lehman catalogue as ART 350 in the fall and ART 451 in the spring. You can also find information on the Macaulay website under Upper Level Courses in the Academics section. Your advisor will help you fill out an e-permit and upon approval you'll be added to the class! Contact [robert.small@mhc.cuny.edu](mailto:robert.small@mhc.cuny.edu) with any other questions regarding applying or requirements.

## INSTRUCTORS



**ROBERT SMALL** is a media producer of web based entertainment, digital content production and traditional television and film. He produced one of the first online interactive talent contests, mobile

biography content and transmedia story ideas. Professor Small has received the George Foster Peabody Award for broadcasting as well as 3 Prime Time Emmy nominations and The MTV Video Music Award for his series *Unplugged*.



**JONATHAN EHRENBERG** received a BA from Brown University, and an MFA from Yale, his work has been included in exhibitions at MoMA PS1, Sculpture Center, Nicelle Beauchene Gallery (New York), LAXART (Los Angeles), David Castillo (Miami), Futura Center

(Prague), and Galeria Espacio Minimo (Madrid). Reviews include The New York Times, The New Yorker, and Art in America, and has participated in residencies at LMCC Workspace, Harvestworks, Islip, Skowhegan, Triangle, the Fine Arts Work Center in Provincetown, and Glenfiddich in Scotland. Jonathan won Best Experimental Film in the 2017 CUNY Film Festival for his inventive work *Bad Tools*.



AR/VR Demo

### **Is this a filmmaking course?**

No. It's a course that teaches how to tell a story through digital content. How to brand it, analyze it, create visual content for it, and to use social media to develop a community, an audience and/or a successful business model for it. This is a program to advance the understanding of Digital Content Strategies. Outside of computer science, this is the fastest growing industry in the world. There are many career opportunities you can explore as a Digital Strategist that this course can introduce you to.

### **It sounds like a lot to cover in just 2 semesters!**

The New Media and Digital Content Lab at Macaulay is fairly new. It's amazing how all of these fields and sciences are merging together as we gain greater access to these new technologies. We work to find a level playing field for all students: on the first day of class, we discuss everyone's interests and experience and explore how you can participate.

### **How is the media lab connected to the CUNY Film Festival?**

The concepts we learn in the fall with ART 350 are put into action in the spring in ART 451. In this hands-on class, we produce the CUNY Film Festival, which includes developing the brand for our client and extending the brand's reach through online platforms and social media. We deal with real world experience and with real world consequences. We put to work all the ideas discussed in ART 350 by making the CUNY Film Festival the best it can be. These responsibilities include:

- growing the web presence for the festival
- creating original digital content to support the filmmakers
- developing a plan to roll out information most effectively
- building a user base and community online
- doing research on the best options for marketing

